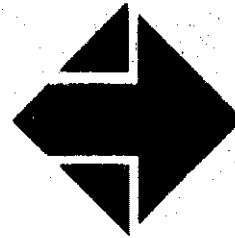


nova scotia information service



Reg. 1421

April 28, 1967

REGISTRATION No.

1421

REGISTRATION SECTION

MAY 8 3 35 PM EDT

RECEIVED
DEPARTMENT OF JUSTICE

Mr. E. T. Ellenis
Vice President
Development Counsellors International
20 East 46th Street
New York, New York 10017

Dear Mariny:

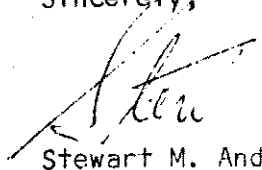
This will confirm our earlier oral acceptance of your presentation for our public relations program in the United States for Fiscal Year 1967-1968 (April 1, 1967 to March 31, 1968).

The financial arrangements as outlined in the second last paragraph of your letter of presentation of February 24, 1967 also are acceptable.

As to your separate proposal in respect to a survey of United States executive attitudes toward Nova Scotia, this is acceptable in principle to Mr. Knight and myself because it would be, in effect, a measurement of Nova Scotia's public relations program in the United States.

However, we have decided that it should be considered for inclusion in our program for the fiscal year 1968-1969 when the U. S. program has been in effect for five years, if my recollection is correct.

Sincerely,


Stewart M. Anderson
Director

SMA:sv

c.c. Mr. V. Michael Knight; Mr. Leonard W. Canfield; Mr. LeRoy Langille; Mr. T. M. Levine

February 24, 1967

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Provincial Building
Halifax, Nova Scotia
CANADA

Dear Stevi:

As you requested last week, I have defined the DCI program for Nova Scotia in the U.S. for fiscal 1967-68 along the lines we agreed last week when Ted and I met with you and the Deputy Minister.

I think we have a good and sensible program here, one that is practical yet momentum-building. It should enable Nova Scotia to break into fresh new ground in the coming year while strengthening the foundation of investment luncheons.

Here is the program, step-by-step, as we agreed:

1. Investment Luncheons: DCI will, as in the past years, arrange for investment luncheons in New York City, Chicago, San Francisco and Los Angeles. In addition we will add luncheons in Philadelphia and Cleveland. We will also implement the National Foreign Trade Convention dinner which has been so successful in the past two years. If time and Nova Scotia staff permits, DCI will also investigate for the future investment luncheons in two brand new areas--Houston and Dallas.
2. Travel Receptions: DCI will arrange for travel receptions in San Francisco and Los Angeles in conjunction with the investment luncheons on the West Coast. We will also be available to make arrangements for the International Tuna Cup Directors Meeting luncheon in New York City.
3. Press Tours: DCI will make arrangements in New York for press tours in Nova Scotia during the fiscal year coinciding with plant openings if possible. Best possibilities appear, currently, to be the heavy water plant and Anil Hardboards. The giant Japanese oil tanker scheduled to make an appearance in Halifax harbor offers another good possibility for the U.S. shipping press. (Halifax is in need of favorable publicity, according to what I read in the Halifax Chronicle Herald.)
4. Continuous Industrial Publicity: DCI will continue to mount a sustained industrial publicity campaign in the U.S. and, whenever possible, abroad, using U.S. based correspondents of foreign publications.

more

5. Royal Province Program: Whenever possible, as discussed, we would like to feature Premier Stanfield in this top level exercise. We would like to try to arrange for a Nova Scotia Night at the National Press Club in Washington, D.C. similar to the 1966-67 Overseas Press Club format. Or we might implement a similar exercise with the Foreign Press Association based in New York City whose membership consists of correspondents covering the United Nations.

The Royal Province Program will also include at least one other appearance by Premier Stanfield during the fiscal year, possibly before the Detroit Economics Club, or its equivalent.

Another key segment of this top level program will involve a beginning effort to bring well known magazine writers to Nova Scotia as guests of the province. We know who these people are, who they write for, and their specialties. (Reader's Digest, Holiday, Life, Look, etc.)

In addition, DCI staff and associates will work to arrange for one major TV or radio documentary during the fiscal year.

Another Royal Province ingredient will be an attempt to bring Nova Scotia's cultural accomplishments to American audiences. In this regard, working with you, we would like to see at least one Nova Scotia Art Exhibit arranged in New York City or a musical presentation such as your proposed "Men of the Deep" which seems promising TV network variety show material.

6. Current Projects: DCI is currently working on two major projects which will reach fruition in early 1967-68. These include the Junior Achievement tour of Nova Scotia and the Nova Scotia Exhibit at the DAVI Convention in Atlantic City. We also are available for help on the Pittsburgh Trade Mission to Nova Scotia in early June.
7. Direct Mail: As agreed, DCI will prepare all materials for a direct mailing which we will implement to major U.S. electronics manufacturers pointing out the basic profit opportunity in the province. DCI will, as in the past, process inquiries for handling in Halifax, and be available for follow-up if requested.
8. Advisory and Inquiries: We would like to continue feeding up to you what we consider sensible ideas in the wide field of promotion for Nova Scotia as well as handle investment inquiries which originate in New York City. As exemplified by last week's Trans-Meridian industrial inquiry we think this is one of the most valuable auxiliary services we can provide in a field where an area is often measured by the promptness of its reply to an interested investor.

As agreed, DCI will implement the program described here for an annual retainer fee, beginning April 1, 1967, of U.S. \$33,000 paid out in equal monthly payments of U.S. \$2750.00 upon receipt of a monthly report of activities and achievements. We also agreed upon an out-of-pocket expenditure billed separately and in addition to the retainer fee not to exceed U.S. \$7000 and to be supported by invoices. These expenditures will cover such out-of-pocket costs as messenger service, photography, visual arts, lobster aprons, DCI travel and out-of-town expenses, travel costs of U.S. editors visiting Nova Scotia, long distance telephone costs, press representation (taking editors out to lunch, etc.).

Stev, I think this summarizes a future program based on proven success. I'll be checking with you very shortly.

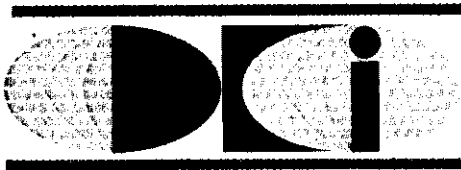
And...best regards!

Sincerely,

Manny Ellenis

ME:ic

CC: Mr. V. Michael Knight
Mr. Ted M. Levine



Development Counsellors International, Ltd.
20 E. 46 STREET • NEW YORK 17 • N.Y. • MU 7-1383

TED M. LEVINE
President

EMANUEL T. ELLENIS
Vice President

March 29, 1966

The Hon. W. S. K. Jones
Minister of Trade and Industry
Province of Nova Scotia
Provincial Building
Halifax, Nova Scotia
CANADA

Dear Mr. Jones:

Proposed in this portfolio are three separate but closely connected public relations programs for Nova Scotia in fiscal 1966-67.

We feel that they are practical, imaginative, and best designed to achieve the principal objective: to accelerate the development of Nova Scotia by making the province better known to potential investors in the U.S. and around the world.

The program for 1966-67 is based on the solid results of the year now ending, a year which I think we all agree was singularly successful.

The 1965-66 U.S. public relations program was successful because it was a team project requiring a maximum effort from all of us.

Starting from the top, I refer specifically to you and the Hon. G. I. Smith, who demonstrated your strong belief in the efficacy of public relations by participating in the four Nova Scotia Investment luncheons and the National Foreign Trade Convention dinner. I refer too to Mike Knight and Lorne Goodfellow who provided us with many valuable new ideas.

I think the burden of the credit, though, should go to Stewart Anderson who long ago anticipated Nova Scotia's need for a multi-pronged public relations program (a need just recognized by Professor George) and who has guided DCI's efforts with a friendly but firm hand.

Let's all aim for a bigger and better job for Nova Scotia in the year ahead.

Now, the program.

Respectfully submitted,

Ted M. Levine

Ted M. Levine

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DEPARTMENT OF JUSTICE
MAY 2 1966
REGISTRATION SECTION

1966-67: THREE SEPARATE BUT CLOSELY
CONNECTED PUBLIC RELATIONS PROGRAMS
FOR NOVA SCOTIA

The three programs described in detail in this proposal include:

1. Basic Public Relations Program...Continue to bring Nova Scotia to key U.S. industrialists, bankers, opinion leaders, and editors (pages 1 to 5).
2. International Year...For the first time bring internationally known figures, as well as U.S. and foreign editors to Nova Scotia to put emphasis on the province's emerging importance as a site for international investments, a sort of high level "See For Yourself" program (page 6 to 15).
3. Flying Bluenose Mission...A real spectacular solidifying Nova Scotia's growing reputation as Canada's innovating province...whose unique "Flying Bluenose" aircraft would bring Nova Scotia dramatically to the attention of manufacturers, investors, the financial community, travel writers, tour operators, travel agents, buyers, shippers, and the general public; in Montreal, Toronto, Cleveland, Pittsburgh, and Philadelphia...a bold supplement to the Nova Scotia Investment Luncheons (page 16 to 20).

THE BASIC PUBLIC RELATIONS PROGRAM
FOR FISCAL 1966-67

RECEIVED
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MAY 8 3 37 PM 1967

REGISTRATION SECTION

"Continue to bring Nova Scotia to key U.S.
industrialists, bankers, opinion leaders, and
editors..."

Public relations in the area development field has many dimensions. Generating publicity, while important, is not necessarily dominant. Vital also are face-to-face meetings with investors, direct mail, small space advertising, industrial prospect contact, and counselling.

Here briefly and informally are the highlights of DCI's efforts along these lines together with the components of what we propose to do in fiscal 1966-67.

CURRENT PROGRAM (65-66)

Investment Luncheons...the keystone of our U.S. efforts...doubled in number from two to four giving Nova Scotia nationwide exposure for the first time in U.S. Surprisingly good turnout on West Coast and keen interest...

Industrial Sales Promotion...activities involved were direct mail campaigns, small space advertising, and individual processing of industrial leads...giving you a bigger bang for your promotional buck...

DCI revised Nova Scotia garment study, transformed it into selling tool... offered to 8000 specially culled Northeast U.S. garment manufacturers... generated 250 HARD INQUIRIES.

NEW PROGRAM (66-67)

PROPOSE FOUR LUNCHEONS AGAIN THIS YEAR IN NEW YORK CITY, CHICAGO, SAN FRANCISCO AND LOS ANGELES. PLACE MORE EMPHASIS ON NOVA SCOTIA PRODUCTS DISPLAYS. PROPOSE TRAVEL WRITER-AGENT RECEPTIONS IN BOTH NEW YORK AND CHICAGO FOLLOWING FORMAT OF WEST COAST.

PROPOSE THE FOLLOWING:

1. MAILING TO 10,000 LARGEST U.S. MANUFACTURERS...
2. SMALL SPACE ADVERTISING "COUPON" ADVERTISING IN THE WALL STREET JOURNAL, NEW YORK TIMES.
3. CONTINUED EMPHASIS ON DCI FOLLOW-UP IN NEW YORK ON INDUSTRIAL CASES.

CURRENT PROGRAM (65-66)

Organized one week visitation to New York for follow-up by two Industrial Development officers of the Department... Set up 20 meetings with leading prospects...

This month implemented second major mailing...to 7500 U.S. manufacturers already doing business in Canada... inviting them to vacation in Nova Scotia this spring or summer... offered Nova Scotia Investors Holiday Guide... Inquiries generated to date: 250.

Small space advertising effort included limited campaign in trade press offering U.S. plastics companies joint venture opportunities in Nova Scotia...

Prestige Dinners... Ideal way to capture nationwide attention...Nova Scotia in 1965 became first area to tie in directly with the NATIONAL FOREIGN TRADE CONVENTION, regarded as the most important international business meeting in the world...

Publicity... DCI during year generated considerable press publicity via press releases, news bulletins, investment luncheons, press conferences, special interviews...Among publicity achieved were stories in the following publications:

U.S. News & World Report, United Press International, N.Y. Times, Boston Globe, etc. More comprehensive list appears on the following page.

NEW PROGRAM (66-67)

4. PROPOSE DEPARTMENT ORGANIZE AT LEAST ONE HARD SELL INDUSTRIAL MISSION TO NEW YORK CITY FOR WHICH DCI WILL SERVE AS BASE OF OPERATIONS, HELP SET UP INTERVIEWS.

PROPOSE SIMILAR TIE-IN WITH '966 NFTC DINNER IN NEW YORK, TUESDAY, NOVEMBER 1.

ALSO CURRENTLY PLANNING TIE-IN DINNER, A "SALUTE TO NOVA SCOTIA," WITH THE ANNUAL NATIONAL MEETING OF THE SOCIETY OF INDUSTRIAL REALTORS IN BOSTON, WEDNESDAY, APRIL 27. FIRST CANADIAN PROVINCE TO CAPITALIZE ON S.I.R. MEETING...

PROPOSE DCI MAINTAIN PACE SET IN 1965-66...BUT ALSO SHOOT FOR STORIES IN BUSINESS WEEK (working to invite editor to N.S.), FORTUNE, BARRONS, FINANCIAL WORLD.

ALSO PROPOSE EXPANDED EFFORT TO GET POPULAR SLANT STORIES IN NATIONAL GEOGRAPHIC, READER'S DIGEST, LIFE MAGAZINE.

PROPOSE FOLLOWING PHASES BE CONTINUED:

CURRENT PROGRAM (65-66)

During year, created regular News Bulletin emanating out of DCI New York office to 200 top business editors, handled press conferences in New York City and Boston...Wrote lengthy editorial study for Industrial Development Magazine...

Important: "Playback" publicity generated via investment luncheons in the Nova Scotia press tending to instill pride in the Nova Scotian... encourage maximum interest and cooperation.

NEW PROGRAM (66-67)

1. N.S. NEWS BULLETIN TO THE TOP 200 U.S. BUSINESS EDITORS.
2. SYNDICATED STORY TO 3000 SUBURBAN EDITORS.
3. CONTINUOUS FLOW OF PRESS RELEASES TO TRADE PRESS.

PARTIAL ROSTER OF PUBLICATIONS IN WHICH DCI GENERATED STORIES ON NOVA SCOTIA

1965 - 1966

U.S. NEWS & WORLD REPORT

UNITED PRESS

NEW YORK TIMES

NEW YORK HERALD TRIBUNE

NEW YORK JOURNAL OF COMMERCE

NEW YORK WORLD TELEGRAM & SUN

PROVIDENCE JOURNAL

NEWARK STAR LEDGER

AMERICAN BANKER (2)

WOMENS WEAR DAILY

SOCIETY OF THE PLASTICS ENGINEERS JOURNAL

COLUMBUS (OHIO) DISPATCH

CHICAGO AMERICAN

ROCHESTER (N.Y.) DEMOCRAT & CHRONICLE

CINCINNATI POST & TIMES STAR

NEW BEDFORD (MASS.) STANDARD TIMES

U.S. INVESTOR

BUSINESS ABROAD

BOSTON GLOBE (2)

EDITOR & PUBLISHER

LONDON FINANCIAL TIMES (3)

COMMERCIAL & FINANCIAL CHRONICLE

CHICAGO TRIBUNE

CHICAGO DAILY NEWS

HOLLYWOOD VALLEY TIMES

SAN FRANCISCO CHRONICLE

OAKLAND TRIBUNE

CALIFORNIA APPAREL NEWS

SAN FRANCISCO COMMERCIAL NEWS

TRENTON (N.J.) TIMES ADVERTISER

TRAVEL WEEKLY

FT. LAUDERDALE (FLA.) NEWS-SUN

RADIO AND TELEVISION INTERVIEWS INCLUDED:

NEW YORK: WRUL RADIO (BEAMED TO NOVA SCOTIA, AROUND THE WORLD)
BOSTON: WNAC-TV AND WHDH-TV (V. MICHAEL KNIGHT INTERVIEWS)
CHICAGO : NBC RADIO (HON. G. I. SMITH)
SAN FRANCISCO: KSFO AND KPRC RADIO (HON. G. I. SMITH & HON. W.S.K. JONES)
LOS ANGELES: KFI, KPOL RADIO & KTTV-TV (MSSRS. SMITH AND JONES)

HOW NOVA SCOTIA GETS A "BIGGER BANG FOR ITS PROMOTIONAL BUCK"

BY USING DCI'S PROMOTIONAL-PUBLIC RELATIONS TECHNIQUES:

THE SCORECARD IN FISCAL 1965-66:

.....16,000 top U.S. manufacturers reached through direct mail
.....500 industrial leads generated through direct mail
.....750 U.S. executives reached in face-to-face meetings via
investment luncheons, prestige dinners
.....\$100,000 worth of editorial space achieved through
publicity program
.....1 million Americans reached via television and radio
interviews.

CURRENT PROGRAM (65-66)

Counselling...An important part of DCI's program is providing advice on development related matters...for example...counselled on whether N.Y. World Trade Center feasible site for Nova Scotia N.Y. office...whether it be good idea to take space in Canadian beer parlour at N.Y. World's Fair...sent material on Northeast U.S. shell building experience... provided outline for Minister's talk before Toronto editors... prepared special list of sports editors for International Tuna Cup Match...these are some examples...

Budget Considerations...Cost of basic DCI services and out-of-pocket expenses was \$25,000 plus an additional \$5000 for special advertising and direct mail promotion projects.

NEW PROGRAM (66-67)

IN NEW YEAR, WILL:

1. VOLUNTEER KEY TREND MATERIALS ON U.S. DEVELOPMENT
2. PROVIDE COUNSEL ON DEVELOPMENT MATTERS (INDUSTRY-TOURISM-EXPORTS) AS REQUESTED...

FOR A STEPPED UP PROGRAM IN THE NEW YEAR, DCI BUDGET WOULD REMAIN THE SAME: \$25,000 FOR BASIC SERVICES AND OUT OF POCKET EXPENSES. AN ADDITIONAL \$5000 FOR ADVERTISING/DIRECT MAIL COSTS.

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MAY 8 3 37 PM 1967

INTERNATIONAL YEAR

"For the first time bring internationally known figures, as well as U.S. and foreign editors to Nova Scotia to put emphasis on the province's emerging importance as a site for international investments...a sort of high level 'See For Yourself' program..."

REGISTRATION SECTION

1. BACKGROUND:

By attracting manufacturing investments from the U.S., United Kingdom Holland, Italy, Sweden, India and possibly Japan as well as of course Canada itself, Nova Scotia is proving it is a uniquely viable base of North American operations for international companies.

The year now beginning should be meaningful in terms of international investments for Nova Scotia. Scheduled are the following sample developments:

- Opening of the 7 acre Clairtone plant.
- Expansion of the Volvo operation to a larger facility.
- Inauguration of the Anil Hardboard plant from India.
- Expansion of the U.S. operated Reynolds International plant.
- Opening of the Deuterium Canada Ltd. heavy water facility.
- Possible go-ahead on the Canadian Motors Ltd. plant to produce Japanese automobiles under license.

In our opinion, these singularly important developments give us a strong platform on which to build an exciting and productive public relations campaign aimed at making Nova Scotia an "area of achievement" for international operations.

The program which follows specifically will bring the name and reputation of Nova Scotia before investors and industrialists in North America, Europe, Australia, and Japan.

At the same time the program will further bolster the morale and spirit of the Nova Scotian people by programming the main elements of the campaign within the province itself.

A valuable by-product of such a program will be to once again make crystal clear to Canada at large that Nova Scotia is second to none in the business of mounting imaginative and effective investment promotion programs.

Here are the principal elements of Nova Scotia's "International Year" as we see them:

1. NOVA SCOTIA INTERNATIONAL PANEL

Many Nova Scotians have gone out into the world and made names for themselves in international business.

It seems logical that one way to kick off International Year would be to screen, then name a panel of distinguished Nova Scotians who have succeeded in international business and now live in the U.S. or abroad.

Working closely with Stewart Anderson, we could structure a panel of about a dozen top people who could be put to work in attracting international investments to Nova Scotia, using their vantage point in foreign areas.

Nova Scotians living abroad seem to have an inordinate pride in their home province and we feel that the added ingredient of recognition by the Nova Scotia Government would galvanize the dozen panelists to do something tangible and productive for their birthplace.

Each year, one panel member might be honored as Nova Scotia's "International Man of the Year" and be invited to Halifax to receive this honor from the Premier during the Nova Scotia Planning Conference we will be discussing later in this proposal.

Each member of this distinguished panel should receive a certificate and we should see to it that we generate attendant publicity throughout Canada as well as in the nation he now resides.

Once International panelists are selected and they in turn agree to serve, we should put them to work by providing them with promotional material by corresponding regularly so as to sustain interest and appreciation, and by relating closely to the international direct mail campaign which we'll be outlining later on.

2. SEE FOR YOURSELF CAMPAIGN:

This segment of the International Year program will serve to bring American and foreign newspapermen and dignitaries to Nova Scotia, at the same time generate considerable publicity throughout Canada giving the desired impression that "something is always going on in Nova Scotia."

"The see for yourself" campaign will revolve around the numerous plant opening ceremonies scheduled at various intervals throughout the fiscal year.

- A. We have, for example, the opening of the Clairtone plant to which we will invite the company's important U.S. buyers as well as editors from such key publications as Business Week, Fortune, Journal of Commerce and Barrons.

Clairtone has international significance because it is marketing 50% of its production in the U.S.; it is licensing production throughout Europe; and it is currently planning a major sales campaign in the Caribbean and Latin America. Here is a prime example of an international firm in a recognized "growth industry". A major effort will be made to invite editors of leading U.S. electronics publications whose favorable articles could immensely help attract science-oriented companies to Nova Scotia.

- B. When A. B. Volvo moves into its new and larger quarters later in the fiscal year, we will organize a press tour consisting of major U.S. automobile editors as well as a contingent of editors writing for European publications who are stationed in New York City.

In this way we will succeed in generating solid industrial publicity throughout North America and Europe at the same time.

- C. The opening of the Anil Hardboards plant tentatively scheduled for September will be used as a device to invite construction magazine editors, international business editors, as well as editors of Japanese and Australian publications covering North American developments from their base of operations in New York City.
- D. At about the same time, or perhaps a month earlier in August, we will organize a special press tour of the Deuterium Canada Ltd. inauguration. We will be inviting many science editors as well as business editors of newspapers in key U.S. cities stretching from Boston to Chicago for this special event. We will also work to invite such U.S. dignitaries as Glenn T. Seaborg, Chairman of the U.S. Atomic Energy Commission.
- E. The Reynolds International expansion should be ready for exploitation in mid-summer. For this we intend to invite a task force of leading metalworking editors from the U.S. representing such well regarded publications as Steel, Iron Age, American Metal Working, Metalworking News, as well as other top business editors.
- F. While the Canadian Motors Industries plant is not firm as of now, we should also be ready to plan a special press tour of that event inviting automotive editors as well as journalists who up to this point were not able to accept our offer of participating in earlier press tours. We will also invite New York based editors of Japanese newspapers and periodicals.
- G. We believe a major effort might also be made to construct a special press tour around the Nova Scotian fish processing industry and its potential which to our mind certainly looms bright indeed, particularly the fish meal side of the business.

For example we might attempt a special tour for U.S. fishing industry editors and New York based writers for Scandinavian and Japanese publications. Perhaps the floating fish plant or the National Sea Food Products facility will give us the newspeg we should have to attract these journalists. Or we might hang a special press tour of the fishing industry on the fact that fish processing has hit \$100 million in revenue, a 100% increase over the volume of four years ago. This seems quite strong to us justifying a press tour of, say, three top Nova Scotian plants including National Sea Food Products and the floating fish plant. Our point is simply this: Sometime during this fiscal year we might implement such a project to speed up the growth of the fishing industry.

3. INTERNATIONAL RADIO

Bringing U.S. and foreign editors to Nova Scotia will be but one plank in our International Year platform. A second plank will be to broadcast to the world the exciting and meaningful story of Nova Scotia's growth as a center for international investments. We intend to do this by a most direct method using the facilities and "know how" of radio station WRUL-NY, which has some of the best global transmitting facilities to be found anywhere as well as excellent contacts with such foreign commercial radio stations as Radio Endora (France); Europe 1 (West Germany); Radio Luxembourg (Belgium) and stations in the United Kingdom, Japan and Australia.

Programs should be produced, packaged, and taped of at least two major International Year developments. Highlights of the International Planning Conference would be of direct interest to European audiences. A second half hour program might involve interviews and descriptions of international plant openings, activity at the Halifax International Air Terminal, the Halifax Board of Trade, and the Port of Halifax, for a comprehensive program built on "Nova Scotia -- From The Day Of Sail To Jet Age International Business."

4. BRINGING NOVA SCOTIA TO THE U.S. AND INTERNATIONAL PRESS

We will be attracting considerable numbers of American and foreign journalists to Nova Scotia during the year but obviously not all of them. To get around this, and to generate additional publicity mileage as well where it counts, let's also reach some of these key editors on their home ground -- in the professional associations to which they belong.

We recommend, therefore, that we sponsor one or two Nova Scotia International Nights during the fiscal year before such extremely influential press groups as these:

1. Overseas Press Club of America New York City
2. National Press Club Washington, D.C.
3. Foreign Press Association New York City

These events should have considerable zest and excitement as well as serve to inform journalists about the latest international happenings in Nova Scotia. In other words, we should not at all be shy about making newsworthy announcements within the inner sanctums of these working journalists.

Succulent Nova Scotia lobster should be available in good supply and the beer should flow steadily as we are definitely "on inspection."

Many of the nation's top journalists belong to these clubs. Affiliations range from the New York Times, Washington Post, Life, and Look Magazines, to major television and radio network personnel. In short, these people can do Nova Scotia considerable good now and in the future and we can no longer afford to overlook them.

Such a dinner should include a major talk by the Minister of Trade and Industry, followed by a candid question-and-answer period. Again we emphasize that when we do this we should deliver meaningful news copy in order to squeeze the most we can out of each meeting.

5. INTERNATIONAL DIRECT MAIL

As a companion piece to the international publicity we anticipate will be appearing in European, Japanese and Australian publications as the result of our press tour activities, we recommend that serious consideration be given a series of direct mail campaigns particularly to Europe.

Whenever possible, we should time such direct mailings to key "International Year" special events taking place in Nova Scotia.

For example, the opening of the Clairtone plant should be accompanied with a mailing to European electronics manufacturers suggesting that they take a look at Nova Scotia as a means of penetrating the North American market.

The opening of the A. B. Volvo plant should be the occasion for a special mailing to Scandinavian countries along the same lines.

And should the Canadian Motors Industries Ltd. operation expand into actual manufacturing, then we should plan and implement a special mailing to Japanese manufacturers.

In each letter we would emphasize that 1966 is Nova Scotia's International Year. We would also offer Nova Scotia materials in a special fact kit. I think the rate of response would indicate the extent of interest around major international industrial centers in Nova Scotia.

We should take one additional step in building up Nova Scotia's industrial prospect inventory. The Nova Scotia International Panel members mentioned earlier should be invited to personally follow up inquiries whenever possible in their own area of operations. In this way, we would be giving this honorary panel something of practical value to do for their birthplace.

6. INTERNATIONAL PLANNING CONFERENCE

Climaxing Nova Scotia's International Year should be a unique two day conference in Halifax possibly in association with the Voluntary Economic Planning Program. This meeting should take place in March, 1967.

The conference should have a twofold purpose. One, to bring to Nova Scotia, well known world figures who could present their wealth of ideas and experience to Nova Scotian planners. And secondly, to give Nova Scotia an impressive forum from which considerable publicity can grow, thereby adding to

the province's reputation as an emerging center for international planning and investments.

We have in mind as possible speakers such gifted and well known people as:

- . Teodoro Moscoso, architect of Puerto Rico's "Operation Bootstrap" program; President Kennedy's Ambassador to Venezuela and then director of the Latin American "Alliance for Progress" program; just last week he accepted an honorary position as an advisor to Mayor Lindsay of New York.
- . Barbara Ward, one of the top economist-planners in the world.
- . Paul Hoffman, Special Fund Director of the United Nations and the man who implemented the Marshall Plan for postwar Europe.
- . Richard Preston, an expert in area development and secretary of the American Industrial Development Council.

Attending such a conclave would be key participants of the VEP program, the Nova Scotia legislature, local development agency personnel, and leading Nova Scotian educators specializing in international business trends and planning and geo-politics. Leading Nova Scotian planners should also deliver papers.

Honored guest speakers should be presented with a high level Nova Scotia Aware in recognition of their contribution to international planning and development. We would invite a number of top U.S. columnists covering international development, principally from their base of operations in Washington, D.C.

We believe the Nova Scotia International Planning Conference has tremendous possibilities and it could well become an annual event with resulting snowballing contributions to Nova Scotia's prestige in North American and international investment circles.

8. BUDGET CONSIDERATIONS

We feel that the "International Year" program described above can be planned and implemented properly at a cost of \$25,000 including DCI time costs and all out-of-pocket expenses.

Here is the approximate budget breakdown project by project:

a. See for Yourself Campaign

Out of Pocket Expenses (including editorial, buyer, DCI travel and representation, giveaways, press materials, etc.)	\$2,000.00
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DCI Time Costs (for research, planning, coordination, writing, placement of materials, etc.)	3,500.00
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b. Nova Scotia International Panel

Out of Pocket Expenses (including panel travel, awards, etc.)	\$1,500.00
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DCI Time Costs (for research, counselling, personal contact in U.S., follow-up, coordination)	2,000.00
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c. International Radio

Out of Pocket Expenses (including WRUL-NY production and placement costs, DCI-WRUL-NY travel, etc.)	\$1,500.00
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DCI Time Costs (for coordination, counselling, on-the-spot follow-up, etc.)	1,000.00
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d. Bringing Nova Scotia to the U.S. and International Press

Out of Pocket Expenses (2 lobster receptions and dinners, bibs, invitations, postage, displays, production of materials, etc.)	\$2,000.00
--	------------

DCI Time Costs (including placement of meetings, research, planning, coordination, counselling, follow-up on RSVP, preparation of press materials, speeches, etc.)	2,500.00
--	----------

e. International Direct Mail

Out of Pocket Expenses (including stationery, postage, list purchase or rental, production of letters, art- work, etc.)	\$2,000.00
--	------------

DCI Time Costs (for counselling, list selection, research, drafting of materials, coord- ination and supervision of mailings, etc.)	1,500.00
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f. International Planning Conference

Out of Pocket Expenses (rental of facilities, travel and lodging expenses for guest speakers, production of meeting materials, invitations to conference, RSVP handling in Halifax, etc.)	\$3,000.00
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DCI Time Costs (for counselling, coordination with invited speakers, press arrangements, basic research, preparation of materials, etc.)	2,500.00
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OUT-OF-POCKET EXPENSES	\$12,000.00
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DCI TIME COSTS	<u>13,000.00</u>
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TOTALS	\$25,000.00
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"FLYING BLUENOSE" MISSION

"A real spectacular solidifying Nova Scotia's growing reputation as Canada's innovating province...whose unique 'Flying Bluenose' aircraft would bring Nova Scotia dramatically to the attention of manufacturers, investors, the financial community, travel writers, tour operators, travel agents, buyers, shippers and the general public, in Montreal, Toronto, Cleveland, Pittsburgh and Philadelphia...a bold supplement to the Nova Scotia Investment Luncheons..."

REGISTRATION SECTION

BACKGROUND:

Acting on the premise that you must crawl before you walk, walk before you run, we have in the past three years been implementing a highly effective investment luncheon program which in the year now ending became nationwide in scope for the first time.

In our basic public relations program for 1966-67, we have proposed that we again stage investment luncheons in the four key cities of the United States, namely, New York, Chicago, San Francisco, and Los Angeles.

The "Flying Bluenose" mission, by hitting Canadian cities as well as additional U.S. business centers, would do much more than give us genuine North American coverage for the first time.

Use of a specially outfitted aircraft would serve as a compelling symbol that Nova Scotia has truly come of age in the technological 20th Century. The approach will be dramatic, penetrating, and serve to advance the interests of all of Nova Scotia's revenue producing programs.

Fortunately, Nova Scotia will not be pioneering this brand new promotional device. The General Electric Company and the Hartford Chamber of Commerce have

employed the flying showcase tool in the western part of the U.S. and in Europe to good advantage.

GE, in its airborne assault on 18 U.S. western cities, not only made a dramatic impact on its sales territory but got in the bargain some 90 pages of news clips and substantial TV and radio coverage.

The key point is this: Nova Scotia's "Flying Bluenose" mission will hit cities not yet approached in this unique way thereby ensuring a vivid reception which will stamp the name and reputation of Nova Scotia indelibly on many publics of these metropolitan centers.

So it seems to us we have nothing to lose but everything to gain -- a revolutionary new promotional tool, already safely market tested by others, to be used by Nova Scotia on brand new target cities.

THE PROJECT:

Tentative dates: Wednesday, October 18 through Tuesday, November 1, 1966, a two week period.

Target cities: MONTREAL, TORONTO, CLEVELAND, PITTSBURGH, PHILADELPHIA with return to NEW YORK CITY on the afternoon of Tuesday, November 1, so we can implement the scheduled Nova Scotia dinner for the NATIONAL FOREIGN TRADE CONVENTION, that evening.

Here are some of the key ingredients of the "Flying Bluenose" Mission as we see them at this early date:

- A. The "Flying Bluenose" will stop at each city for an approximate period of two days.
- B. The aircraft will plainly be labeled the "Flying Bluenose" thereby assuring instant identification with Nova Scotia.

- C. It will feature displays of Nova Scotia products demonstrating "know-how" and 20th Century technology. Clairtone, Cossor, Volvo, Deuterium, are some examples.
- D. The "Flying Bluenose" should also contain exhibits promoting Nova Scotia as a place to visit, as a place in which to live, and as a place in which to invest. Portrayed prominently should be exhibits on voluntary economic planning, education, fiscal policy, electric power, highways.

- . An "open to the public" session most likely in the morning during week days and most of the day when laying over on the weekend.
 - . A full dress morning press conference on the day of arrival in each city to which we will be inviting all TV and radio stations, newspapers and magazines. We will in addition be trying to set up special "feature" angle interviews, particularly with TV shows.
 - . A comprehensive Nova Scotia reception and investment luncheon for area manufacturers, buyers, and financial people at each stop. The reception should take place near the "Flying Bluenose" so guests would have an opportunity to see our displays. The luncheon will be held in airport restaurant facilities.
 - . A late afternoon reception should also be planned for the host city's officialdom including the Mayor, his staff, the Chamber of Commerce, as well as for Federal Canadian Government officials and trade commissioners, and Canadian bankers.
 - . Finally, we should also consider a special Nova Scotia lobster dinner (for about 25 guests) for the area's travel writers, travel agents, tour packagers, airline, railroad, and bus travel representatives.
- F. The aircraft we will be using is a specially designed DC 7B furnished and maintained by Global Presentations, Inc., New York City, the firm which already has set up flying missions for IBM, General Electric, and the Hartford Chamber of Commerce.

The principal services which Global Presentations will provide are listed in the accompanying price quotation sheet which is intended as a guide.

Available will be 700 square feet of exhibit space, lounges, conference rooms and storage space. Global Presentations will assist us in design and installation of necessary displays. There will be space for a 20 man Nova Scotia Contingent. Effectiveness of this new promotional tool can be gauged by the attached letter reporting on the

experience of the Greater Hartford Chamber of Commerce flying mission to Europe and the United Kingdom.

More than 2600 business contacts were made, some 371 press clippings received with television, radio and press coverage reaching an estimated 60 million Europeans. This is a most impressive return for the money spent.

BUDGET CONSIDERATIONS:

It is estimated that the total cost of this Nova Scotia "spectacular" would be in the neighborhood of \$35,000. Here is a tentative cost breakdown of the major components involved in this special promotion:

Aircraft (landing fees, rental, maintenance, etc.)	\$21,000
Displays	3,500
Lobster luncheons	3,000
Shuttle bus service	750
Photographs, visuals	250
Giveaway materials	750
Press representation	250
Contingency	500
DCI planning, contact, production, servicing activities	<u>5,000</u>
TOTAL	\$35,000